

Signage

- + Meets Design Guidelines
- Does Not Meet Design Guidelines

NA Not Applicable
NSI Not Sufficient Information

SPECIFICATIONS	DESIGN REVIEW GUIDELINES	REVIEW RESULTS
1. Significant or Contributing Signs	Re-use and reface existing "significant or contributing signs". See list below.	
2. Contributing Signs	Contributing signs are encouraged to remain. These signs are recognized as contributing to the historic artistic character of the corridor. See list below.	
3. Back-lit Cabinet Signs and monument signs.	Signs including refaced shall have opaque, non-illuminated face panels. Only the individual letters and logos should be back lit, not the entire surface of the sign.	
4. Freestanding Pole Signs.	Freestanding pole signs are not allowed. Existing pole signs that are associated with a property that has not been abandoned or vacant for a period of less than (1) year may be restored or refaced.	
5. Signs that incorporate LED text /image, flashing, animation, moving graphics, or video.	Signs with an image or text change rate greater than (1) hour are prohibited.	
6. Storefront Window Signage.	Window signage including temporary window signage and promotional advertising shall not exceed 25% of the total window area. Neon and hanging window signs are encouraged.	
7. Projecting Wall Signs	Projecting wall signs can be erected or attached to a building's wall and extend a minimum of 18" to a maximum of 8'-0" from the wall surface.	
8. Projecting Banner Signs	Projecting banner signs can project no more than 24" from the face of the building.	
9. Attached Wall Signs	Attached wall signs composed of individual letters or projecting signs are preferred.	
10. Monument Sign	Monument signs are allowed only for businesses with a minimum front yard of 15'-0" as measured from the street to the wall of the structure. Monument signs must also be set back a minimum of 15'-0" from the adjacent side property line.	
12. Neon and Neon Simulated Signs.	Neon and simulated neon such as fiber optic and LED lighting strips are encouraged.	
13. Projecting Lighting Fixtures	Projecting Lighting fixtures used for externally illuminated signs shall be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.	
14. Directional Signage	Directional signage is used to direct pedestrian or vehicular traffic. No more than 1 image, logo or text combined with the "entry" or "exit" text is allowed on each directional sign. Directional signage can not exceed 3'-0" in height above finished grade.	
15. Exposed Conduit	Exposed conduit, electrical transformer boxes, and electrical raceways should be concealed from public view, or painted to blend in with background.	
16. Multiple Signs Placed on A Building'	Multiple signs placed on a building's façade should be compatible with other surrounding signage located on the structure.	
17. Permanent Banner Signage	Permanent banner signage shall be made of canvas material or matte textured vinyl material.	

SIGNIFICANT and/or CONTRIBUTING SIGNS

* Doo Wop Shop	1587 Bardstown Rd.
* Leatherhead	1601 Bardstown Rd.
* Cricket	1707 Bardstown Rd.
* Twig and Leaf	2122 Bardstown Rd.
* Tom Drexler Plumbing	2233 Bardstown Rd.
* Jarfi's	1543 Bardstown Rd.
* Old Town Liquors	1529 Bardstown Rd.
* Sonotone	1839 Tyler Parkway
* Rose	2307 Bardstown Rd.
* Buffalo Wild Wings	1055 Bardstown Rd.
* Horton's Porter Hardware	2202 Dundee Rd.
* Falls City Beer Sign for Outlook Inn	916 Baxter Ave.

Sign Mounting and Placement

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SPECIFICATIONS	DESIGN & REVIEW GUIDELINES	REVIEW RESULTS
1. Sign Mounting	Signs shall be mounted or erected so they do not obscure the architectural features or openings of a building.	
2. Sign Location	Signs may not be located in the right-of-way unless they are approved by the public works department. Exceptions include portable "A" Frame Signs which must be removed at the close of business day. "A" frame signs can not exceed 4'-0" in height and 3'-0" in width.	
3. Wood Signs	All wood signs need to be stained or painted and have a finished appearance.	
4. Sign Placement on the Building.	No sign or portion of a sign shall extend above the cornice line at the top of the building façade or exceed 20 feet in height above finished grade. Rooftop signs are prohibited..	
5. Outdoor Advertising Billboards	New outdoor advertising billboards are not permitted. Removal of existing billboards is encouraged to promote an active and engaging atmosphere for pedestrians and vehicle traffic.	

Review Notes:

Awnings and Canopies

+ Meets Design Guidelines

- Does Not Meet Design Guidelines

NA Not Applicable

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SPECIFICATIONS	DESIGN REVIEW GUIDELINES	REVIEW RESULTS
1. Lettering, Logos, and Symbols.	Lettering, logos, and other symbols shall take up less than 33% of the total area of an awning that is attached to a commercial structure. It is recommended that signs and logos be located on the valance area of awnings that have them.	
2. Awning Design and Shapes	Convex or (bull nose) awnings are not allowed. Awnings with back-lit graphics or other kinds of illumination are not allowed.	
3. Awning Materials	Approved awning fabric materials include canvas and vinyl.	
4. Metal or Glass Canopies.	Metal or glass canopies may be appropriate on some buildings if they are compatible with the design and scale of the building.	
5. Awning height and projecting design dimensions.	Awnings and canopies are to be installed at a minimum of 8'-0" above finished grade so that pedestrian entry clearances are operationally functional. Awnings must project a minimum of 24" from the building. They should be mounted on the wood or metal framing within a door or window opening (and not on the wall surrounding the opening).	
6. Awning Mounting Locations	In openings with transoms, the awnings should be mounted on the horizontal framing element separating the storefront window from the transom. Awnings should be designed to project over individual window and door openings and not be a continuous feature extending over masonry piers or arches.	

Review Notes:

Building Design

- + Meets Design Guidelines
- Does Not Meet Design Guidelines

NA Not Applicable
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SPECIFICATIONS	DESIGN REVIEW GUIDELINES	REVIEW RESULTS
1. Existing Structures	Existing structures along the Bardstown Road / Baxter Avenue corridor are encouraged to be renovated and reused.	
2. Pedestrian -Friendly	Design building façade elements that promote pedestrian – friendly environment include; building to the edge of sidewalk, large storefront window openings at the ground floor, awnings, canopies, and lighting.	
3. Storefront Windows	All storefront windows and doors at ground level shall have clear glass or light window tinting. Severe window tinting or mirrored glass is not permitted unless pre-approved by staff for ‘special conditions’. Examples of ‘special conditions’ may include restaurant kitchen areas, storage space, and restrooms that would need to be hidden from public view.	
4. Building Setback	New structures should be located at the front of the property line. Building sites should provide side yards wide enough to allow for maintenance of the building unless common party walls are provided on the lot line.	
5. Building Materials	High quality materials and historically appropriate architectural details at the ground floor / street level of buildings can both accent buildings , and provide visual interest for pedestrians and motorists.	
6. Building Height	New structures greater than three stories high may be permissible if taller portions are set back from the street frontage so that overall sight lines are compatible, and if increased height is not intrusive towards adjacent structures.	
7. Building Façade Details	A terminus, such as a cornice at the top of a wall helps articulate the architecture, and gives it a completed finished look.	
8. Roofs	Roof forms that are inconsistent with the character of the Bardstown Road / Baxter Avenue Corridor include: single pitch (shed) roofs, curving roofs. Flat roof forms with parapets are well-suited to the character and image of the Bardstown Road / Baxter Avenue Corridor.	
9. Outdoor Eating Areas	Outdoor eating or temporary seating located within public sidewalk areas must receive staff approval prior to installation. A 4'-0" wide pedestrian zone is required in the public “Right of Way” sidewalk area.	
10. Mechanical Equipment	All new mechanical equipment that is visible from a public right of way should be installed to have a minimal impact on adjacent properties and from public view. Replacement of existing mechanical equipment is considered general maintenance and will not require a staff review. Additional permits and approvals by other government agencies or authorities may be required.	
11. Permanent Service Counters	Permanent service counters, service bars, decks, or similar structures may not be constructed in front of a building's primary street facing façade.	

Review Notes:

Public Art

- + Meets Design Guidelines
- Does Not Meet Design Guidelines

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SPECIFICATIONS	DESIGN REVIEW GUIDELINES	REVIEW RESULTS
1. Purpose	Public art should be available for the enjoyment and enrichment of people within the community. The plan should include a meaningful allowance for public art in the planning and construction of all projects.	
2. Types of Public Art	Public art can include all mediums, such as sculpture, mural or painting, film, light, or other forms of creative expression that are viewable on a site or building. Commercial logos or elements of commercial advertising for a business or organization are not considered public art under this definition.	
3. Design	Public art shall be designed, executed and supervised by recognized artists or other design professionals who have been trained or have consistently provided examples of artistic work in their medium of expression.	
4. Design Integration	Public art must be integrated with the design of every project or development, and shall aesthetically enhance the urban environment of the District.	
5. Design Guidelines	Public Art proposals should conform to the design guidelines and master plan established by the Mayor's Committee for Public Art (MCOPA).	

Review Notes:

Site Planning, Parking

- + Meets Design Guidelines
- Does Not Meet Design Guidelines

NA Not Applicable
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SPECIFICATIONS	DESIGN REVIEW GUIDELINES	REVIEW RESULTS
1. Utility Lines	Development Plans shall minimize the adverse visual impact of utility lines on the corridor. Underground lines or service from the alley, where feasible, is encouraged.	
2. Lot usage	Combining existing small, under-utilized lots to create shared parking areas that are more efficient and more accessible is strongly encouraged.	
3. Parking areas and Drive Thru's	Parking areas and Drive-Thru's should be located to the side or rear of the structures.	
4. Parking Areas	Parking areas adjacent to the public sidewalks must use landscaping, trees, colonnades or other construction to maintain the building line created by structures along the sidewalk. Side parking lots which exceed 40% of the total linear lot frontage adjacent to right-of-way shall provide a 36" high masonry, stone, or concrete wall that makes reference to a similar design within the surrounding area extending from the principal structure across the front of the parking area. Surface parking lots with no principle structure shall provide the 36" wall as described. The 36" tall wall can wrap around any existing or proposed monument signage to maintain visibility.	
5. Perimeter Landscaping	Adequate perimeter landscaping, fencing, or a combination of both is required to help screen parked vehicles from full public view. The screening height shall be 36" above finished grade of the parking lot. This height will enable drivers of vehicles to safely see and avoid pedestrians and vehicles while screening most of the parked vehicles mass.	
6. Residential Screening	New development projects should provide adequate significant screening to residential structures.	
7. Lighting	Intensity, location, color, and direction of outdoor lighting shall be sensitive to nearby residential areas.	
8. Fencing	Fencing and screening shall be constructed of materials compatible with the principal structure.	
9. Chain Link Fencing	Chain link fencing must not be visible from Bardstown Road/Baxter Avenue.	
10. Curb-cuts	The number and width of curb-cuts on the corridor should be minimized to promote pedestrian circulation. Existing continuous curb-cuts should be reduced to widths necessary for vehicular traffic.	
11. Patios, Plazas, and Outdoor Spaces	Patios, plazas, or outdoor spaces, constructed, created, or installed in front of a structure the replaces existing turf and / or landscaped areas, shall use permeable pavers, pervious concrete, or equivalent permeable hard surface to reduce water runoff from the property.	
12. Landscaped Buffer Area	Minimum 4'-0" wide landscape buffer area (LBA) containing a 36" minimum height (at maturity) screen shall run along 90% of the lineal area in front of the patio, plaza, or outdoor space that faces the street. This landscape beffer area (LBA) shall include permanent landscaping material such as trees (minimum 1 3/4" caliper size at time of planting). Shrubs (minimum 18' height at time of planting), groundcover, and / or perennials. Fences, planters, and / or walls (maximum height of 36") are permitted within the LBA. Landscape Buffer Plantings shall be installed prior to occupancy or use of the patio, plaza, or outdoor space.	

13. Existing Trees Preserved and Replaced	Existing trees located within the property or adjacent property along the street, alley, or access easement shall be preserved and protected unless the city arborist determines they are not healthy or are a dangerous and should be removed. Removed trees should be replaced with appropriate trees approved by the the City Arborist. The replacement trees shall be sized at a minimum of 1 ¾" caliper at time of planting. Replacement tree(s) shall be planted within 3 months of the tree(s) removal or during the next planting season, which ever comes first.	
14. Decks in Front of Buildings and Balconies	The construction or installation of a deck or structure built off the ground and over existing landscaped areas in front of a building's primary façade is prohibited. Balconies located on the second or third floor of a buildings that are cantilevered or bracketed, scaled to match the building's façade, and utilize contextual materials are appropriate.	

Review Notes:

Historic Preservation

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SPECIFICATIONS	DESIGN REVIEW GUIDELINES	REVIEW RESULTS
1. Changes to Contributing Historic Structures	Changes to the exterior of Contributing Historical Structures and other structures within the corridor which were constructed in the last 65 years and that have not been significantly altered shall be reviewed in accordance with the standards established for Contributing Historic Structures by the United States Secretary of the Interior, but the Planning and Design Director or Committee may relax these standards in the interest of accomplishing the intentions of these Guidelines.	
2. Design of Remodeled Structures	The design of new or substantially remodeled structures which are adjacent to Contributing Historic Structures should be compatible with them and should incorporate similar design details or references where appropriate.	
3. Demolition	No application to demolish any Contributing Historical Structure or structure built within the last 65 years shall be approved by the Urban Design Administrator unless the applicant demonstrates to the satisfaction of Urban Design Administrator and the Historic Preservation Officer: (a) That the rehabilitation of a Structure or construction of a new Structure will have a greater positive impact on the District's economic vitality and appearance than would preservation of the Structure proposed to be demolished and the rehabilitation of the Structure or the construction of the new Structure would not be possible or economically feasible without the demolition of the Structure proposed to be demolished; or (b) That the applicant cannot obtain a reasonable economic return from the property or Structure unless the Contributing Historical Structure or Structure constructed within the last 65 years is demolished in accordance with the application.	

Review Notes: